

# REGIONAL ECONOMIC RECOVERY WORK PLAN

RIVERSIDE AND SAN BERNARDINO COUNTIES



**RIVERSIDE COUNTY**  
Economic Development Agency

COUNTY OF  
**SAN BERNARDINO**



ECONOMIC DEVELOPMENT AGENCY

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CONTACT: SARAH MUNDY  
DIRECTOR OF ECONOMIC DEVELOPMENT &  
INTERNAL SERVICES  
(951) 955-3125

CONTACT: MARK DOWLING  
ADMINISTRATOR  
ECONOMIC DEVELOPMENT AGENCY  
(909) 387-9857

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## **Schedule of Exhibits**

**Exhibit A** – Riverside County Transportation Project List  
San Bernardino County All Project Infrastructure List  
Exhibit A- Supporting documentation

**Exhibit B** – Riverside County Other Infrastructure Projects  
Exhibit B-Supporting documentation

**Exhibit C** – Riverside and San Bernardino County Housing and Community Development  
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## **Introduction - Region 8 Overview**

The Riverside-San Bernardino County region (the "Inland Empire") is geographically located to the east of Los Angeles and Orange counties. The region is more than 27,000 square miles, and is it is larger than the State of West Virginia. Together, the population of both counties exceeds four million residents. The Inland Empire offers a strategic west coast location, vast amounts of available land for future growth, a ready and skilled workforce, a sophisticated transportation network, and access to twenty-seven colleges and universities (including seven research institutions.) The area features a changing economic landscape with emerging technologies.

The Inland Empire is one of the epicenters of the housing crisis because of the rapidly expanding population in the past decade. Construction, the engine behind the region's economic growth in recent years, has lost 45% of its employment, and with over 30,000 foreclosed properties still on the market, recovery is at least a year or two away. The Inland Empire, more than any other metro area in the nation, needs significant help in jumpstarting its economy. The unemployment rate for the region currently exceeds 12% and is one of the highest amongst the urbanized areas of California. The number of unemployed residents has risen by 78% in the past year and is now over 210,000. Home resale prices have fallen by more than half in the past two years.

The lists attached include all projects submitted to the two counties by their economic development agencies and other county departments. Also included are programs and projects submitted by cities and regional governmental bodies including the Western Riverside Council of Governments, the Coachella Valley Association of Governments, the Riverside County Transportation Commission and the San Bernardino Associated Governments.

## **Riverside County Overview**

Riverside County is the fourth largest county in California. It encompasses 7,300 square miles and is approximately the same size as the state of New Jersey. Its population exceeds 2.1 million and is expected to reach nearly 3 million by 2020. It is bordered to the west by Orange County, bordered to the south by San Diego County, to the east by the state of Arizona (which is separated by the Colorado River) and it is bordered to the north by San Bernardino County. Riverside County is made up of 26 incorporated cities. The county has experienced population growth that has fueled significant job creation and investment in the commercial and industrial sectors. From the beginning of 2008 to the present, the county has been one of the country's top three counties for foreclosures.

## **San Bernardino County Overview**

San Bernardino County, with its two million residents and 20,160 square miles, is the largest county in the Continental U.S. in terms of land area. It is the residential and logistics backyard of its coastal neighbors of Los Angeles and Orange counties. Because of the more affordable housing in the county, it has been a major destination for Southern Californians seeking to purchase homes of their own. The county experienced strong economic growth in the past decade because of industry migration from the coastal counties and rapid population growth. Many of the new residents have been hurt in the current housing crisis, and the inventory of foreclosed properties continues to be a drag on the county's economic recovery. The number of unemployed residents broke the 100,000 mark and the unemployment rate has reached more than 12% in March 2009.

## **Transportation Infrastructure**

*Refer to Exhibit A- Project List*

Transportation infrastructure will support the projected long-term growth of the Inland Empire region. This region is identified as one of the two regions in California that will experience the largest population growth for the next few decades. This region also needs to build the infrastructure

to serve the growth of industrial and logistics operations that are migrating from the coastal counties and other regions. Measures of transparency and accountability will be met by assuring compliance with state and federal standards.

Projects have also been included in the attachments not only from the regional transportation bodies but from individual cities and organizations that may meet the above priorities. These projects are equally valuable in job creation and investment. The lists attached include all projects submitted to the two counties by their own Economic Development departments.

The Riverside County Transportation Commission (RCTC) is designated as the agency authorized to make programming decisions for state and federal funds, which includes the American Recovery and Reinvestment Act highway funds (ARRA) for the county of Riverside. During the past few months RCTC staff has reviewed various projects that meet federal requirements for ARRA funds. County-Maintained Road System exceeds 2,700 miles. This continually challenges the department in providing service to more than two million residents in Riverside County. The priorities are improving safety, maintaining existing roads and bridges, and enhancing roadway capacity to keep up with our population growth.

Priority will be given to projects that can be obligated within the next one to two year period.  
Priority will be given to projects located in economically distressed areas.  
Priority will be given to projects that maximize job creation and economic benefit.

For the County of San Bernardino, there are two list submitted. The original submittal list was compiled by obtaining project data from the county, the 24 cities located within the county and the San Bernardino Associated Governments (SANBAG) who is the Council of Governments and Transportation Planning Agency for San Bernardino County. It was not prioritized and all projects submitted were added to the list. SANBAG's only submitted project was for the Interstate 215/Devore Freeway improvement project.

The second list submitted is the priority project list for San Bernardino County infrastructure and was submitted on June 9, 2009. It is a smaller version of the original submittal on April 1, 2009, and reflects priority projects that are currently shovel ready or could be within the next two years. The June 9<sup>th</sup> list includes transportation and road projects as well as storm drain repair, basin construction, solar energy generation systems, recycled water extensions and senior housing. These projects were submitted by the County and the cities located within San Bernardino County's jurisdiction.

Some of these projects such as waste water treatment do enhance environmental protection or utilize green technologies and products. However, almost none were initiated solely for the purpose of environmental protection. Transportation infrastructure projects listed here, though not utilizing green technologies themselves do enhance environmental protection by reducing pollution from traffic congestion. Even signal synchronization helps reduce pollution by facilitating the traffic flow.

### **Other Infrastructure**

*Refer to Exhibit B- Project List*

While transportation infrastructure is vital to the region, there are many other public and private forms of investment that are necessary for the region's long-term sustainability. These include flood control facilities, government facilities that provide services to the residents, parks and recreation facilities, medical clinics, and services to the underprivileged, low to moderate income populations. Many of these programs address environmental and social issues such as air quality and homelessness. As the region's population has grown, the need for these other forms of

infrastructure has grown along with it but the funding is not available. San Bernardino County's "other infrastructure" project list is included within the Transportation Infrastructure List.

***School of Medicine  
University of California, Riverside- Riverside County***

The School of Medicine at the University of California, Riverside seeks \$20 million in federal stimulus funds to support construction of the health sciences building, which will serve as a platform for the medical school in its formative years. This infusion of funds will enable UCR to re-allocate an equal amount of campus construction funds to operational activities that are critical to the launch of the medical school, and will also serve as a stimulus to the regional economy. The University of California, Board of Regents approved establishment of the medical school in July 2008. The school will train a diverse workforce of physicians to address the critical doctor shortage in Inland Southern California and it will create a major new economic engine for the region. The health sciences building in the short term will create direct and indirect economic stimulus related to construction activities. The medical school in the mid- and long-term will have a transformative economic impact on Inland Southern California. It will create hundreds of new jobs to support enrollment of 400 medical students, 160 medical residents and 160 graduate students by 2021. The medical school will also result in the influx of additional federal funds for health-related research, construction of approximately \$500 million in major new instructional and research facilities, and creation of new businesses in the biosciences and high-tech industries. Already UCR generates approximately \$1.2 billion per year in economic impact for the state; the medical school will significantly enhance this contribution.

***Hemet-Ryan Air Fire Fighting Attack Base- Riverside County***

The County has contracted with the California Department of Forestry (CDF) for fire services in Riverside County since 1921 with Hemet-Ryan Airport serving as an aerial firefighting/attack base since 1967. The Hemet-Ryan Air Attack Base is one of the most active aerial firefighting bases in the Country with four permanently based fixed-wing aircraft and a CDF helicopter, providing initial air attack services for over 830,000 acres in Riverside and neighboring counties. The Hemet-Ryan Airport has accommodated numerous firefighting aircraft operations during large fire incidents, establishing itself as one of the State of California's and the Nation's most active Air Attack Bases.

In 2006, the County of Riverside Economic Development Agency entered into a Memorandum of Understanding (MOU) with CDF to cooperate and coordinate in the development of the new Air Attack Base at Hemet-Ryan Airport. The Redevelopment Agency for the County of Riverside has completed the preliminary design/budget package, which is required for State funding. The total project budget is estimated at \$25,000,000 with the State's contribution of \$22,500,000 and the county's contribution \$2,500,000. It is proposed to use redevelopment funds for the county's portion which will be used for architectural design, engineering, environmental studies, airport master plan update, inspection and construction costs. The county will bid the project on behalf of the State and jointly manage the construction of the project until completion.

***Homeland/Romoland Master Flood Control Plan- Riverside County***

The Homeland/Romoland Master Flood Control Plan (H/R MDP) is a County of Riverside Flood Control and water Conservation Agency flood control plan that is intended to provide flood protection to an area that is approximately 13.7 square miles; portions of Menifee, Perris and unincorporated Romoland and Homeland in western Riverside County. To date the Public Private

Partnership has completed all the environmental work to California State standards, fully designed all the required facilities, obtained the required permits and bid the projects in accordance with California standards for a public works projects. The Phase 1 facilities will protect several miles of State Hwy 74, and Heritage High School. The project will also protect a high efficiency gas fired power plant in Romoland and an existing Southern California Edison substation and maintenance facility in addition to parts of Interstate 215. There are several sponsors of this project. The lead sponsor is the City of Menifee and the co-sponsors are as follows: County of Riverside, City of Perris, Perris Union School District and Homeland/ Romoland ADP, Inc. Total anticipated project costs are approximately \$70 million.

### ***Salton Sea Authority Preferred Project: A Vision for the Future- Riverside County***

The Salton Sea Authority's project objective is to achieve the habitat restoration and air and water quality goals set out in State and Federal legislation, while simultaneously meeting the needs of the residents of the region, local property owners, and civic leaders in the Imperial, Coachella and Mexicali Valleys. These interests desire a large, sustainable recreational lake with reduced odor that serves as a catalyst for regional economic development. This lake would also provide critical habitat values as it has in the past. Historically, the Salton Sea fish population has been an important food source for resident birds and those migrating along the Pacific Flyway. A variation of the Authority's proposed project design was considered as an alternative in the separate Salton Sea restoration project feasibility studies that were conducted concurrently by the Resources Agency of the State of California (the Agency) and the U.S Bureau of Reclamation (Reclamation).

### ***Renovation of the Indio Law Library and County Administrative Center for the Public Defender and District Attorney***

The old Indio Law Library building will be refurbished to provide much needed law offices for the Public Defender to provide the highest quality of legal representation for any person to afford representation on criminal, juvenile and/or certain civil proceedings. The old Indio County Administrative Center (CAC) will be refurbished to provide much needed law offices for the District Attorney to prosecute the County's significant backlog of criminal cases. The project renovates 36,000 square feet of the Indio Law Library, a 4-story office building. It also renovates 87,000 square feet of the Indio CAC, a 4-story office. The project will be delivered under the design/bid/build method with an architect, a general contractor and an independent commissioning authority. This project will provide a regional benefit by improving the court system and public safety in the Coachella Valley. Total project cost is anticipated to be approximately \$43,700,000.

### **Housing and Community Development**

*Refer to Exhibit C-Project List*

Housing and community development are critical issues during a tremendous downturn in the housing market. This has had a significant impact on our communities and residents. Both counties are aggressively implementing programs to help with the situation. The activities described below and in Exhibit C are indicative of the region's efforts.

### ***Riverside County Housing and Community Development Programs***

*Refer to Exhibit D-Project List*

#### **Duroville**

Duroville is an unpermitted, unsafe, and substandard mobile home park housing complex of approximately 300 shelter structures on the Torres Martinez Indian Reservation. It is currently the



subject of a Bureau of Indian Affairs federal legal action to close and abate substandard housing. Riverside County supports the closure of this dangerous and squalor housing conditions. The County requests a phased close-out via the court established receivership allowing for a safe relocation of tenants without massive homelessness.

In cooperation with Desert Empire Homes (a private affordable housing developer), Riverside County proposes to develop a replacement manufactured housing community to provide 390 quality, affordable and amenity rich homes named Mountain View Estates. Mountain View Estates is entitled and expected to start construction in spring of 2009 and be ready to accept new occupancy in the winter of 2010. The county is committed to the first phase of 180 units to largely meet the local affordable housing needs. Immediate and full build out can accommodate relocation of displaced households from Duroville. In order to facilitate this project, a three phased federal financial contribution to the county's proposal in match to the county's financial contribution. All portions of the federal contribution have been included in the American Recovery and Reinvestment Act.

The amount of funding requested is \$2,694,525 from Homelessness Prevention allocation to be managed by the Housing Authority to offer Section 8 type voucher housing assistance. Mountain View Estates Project Assistance in the amount of \$7,631,678 from the Water and Wastewater allocation in contribution to off and on site water and sewer improvements, connection and fees Permanent Relocation \$8,000,000 from the USDA Section 502 Program allocation for the purchase and installation of new manufactured homes the county has committed comparable amounts and offers in kind contribution.

Additionally, the county requests funding for the following:

- \$7 million for the 80 Date Palm affordable, multi- family housing complex.
- \$3 million for the Vineyards 81 unit senior multi-family housing project
- \$3 million for the Tres Lagos 81 unit senior multi-family housing project

### ***San Bernardino County Housing and Community Development Programs***

With the passage of H.R. 3221, known as the Housing and Economic Recovery Act (HERA) of 2008, \$3.92 billion in emergency assistance was allocated to address foreclosed homes, through the Neighborhood Stabilization Program (NSP) via HUD's formula driven, entitlement, Community Development Block Grant (CDBG) program. Of this amount, HUD allocated \$22,758,188 in NSP funds to the County on behalf of the cities that are a part of the County's CDBG program and unincorporated areas. NSP funds have to be spent in the areas hardest hit by the foreclosure crisis.

The county developed criteria and analyzed data provided by HUD to determine the county's hardest hit areas. Based on this analysis, maps were created demonstrating the hardest hit areas in the county as "eligible targeted communities". Public hearings were held to obtain the public's input during the development of the newly created NSP. The county also conducted meetings with every city in the county, attended several conferences with Inland Empire cities, federal agencies, non-profit groups and for-profit companies. With this information the county developed six NSP funded programs that would be implemented in "eligible targeted communities".

On March 17th, 2009, the NSP grant agreement was signed enabling the county to begin the implementation that included the six programs, with funding amounts (plus 10%, \$2,275,818 for administrative costs), and maps showing the "eligible targeted communities." The county plans to enter into an agreement with NCST and the Inland Empire Economic Recovery Corporation (IEERC), a newly-formed partnership agency between the government and private sector, for the



purpose of buying, rehabilitation and reselling foreclosed properties to stabilize neighborhoods in the Inland Empire.

### **Small Business, Innovation and Energy Efficiency**

*Refer to Exhibit D –Project List*

Critical to the State's and region's sustainability is support for its business community. It is the small business sector that employs the majority of California's residents. Key to the success of this region's programs and goals will require a strong partnership with the State of California and Team California. Listed in the following section and Exhibit D are programs that will stimulate investment and job creation in the region. A number of these projects include increasing energy efficiency and alternative sources of power. Exhibit D includes detailed information on innovative programs from the Coachella Valley Association of Governments and the Western Riverside Council of Governments that should be considered for funding.

The Inland Empire region has several innovation zones generally centered around the regions many universities and educational institutions. It is in these regions that significant technological advancement is occurring. Given that this region's economy has traditionally been based on construction and a blue-collar economy, most of these programs have only recently been developed. For that reason, there needs to be synergy between the private sector, educational institution, and government. In the following section, you will see programs that will significantly support and develop knowledge-based, high tech development.

### **Commercial & Industrial Site Certification Program**

A critical component in attracting business and investment is having available land and buildings for businesses that are ready to occupy a facility within a two-year window. The Inland Empire region is rich with "shovel-ready" land and existing building inventory. While the city's and county's Economic Development agencies are well positioned to market these assets, a partnership with the State's Economic Development team would aid in promoting these assets to a larger national and international audience. There is a high level of interest in developing a program to entice business investment which will facilitate the creation of higher paying jobs and investment. This program would likely garner strong support from the real estate and development community.

### **Broadband Capacity Expansion**

The Inland Empire still has regions where broadband, hard-wired internet service is still not readily available or there are insufficient options. The two counties propose a program to identify the underserved regions, particularly in distressed areas, and work together with the local telephone service providers or cable companies to facilitate development of backbone infrastructure and individual connections. Another component of the program would be providing incentives to commercial and industrial users to upgrade the capacity in individual buildings. This program would facilitate job creation by assisting home-based businesses and high-tech, high-wage companies with the needed connectivity to locate here.

- Build high tech access for all residents of the region through free or low cost hard wired and wireless internet access in partnership with the private and non-profit sectors.
- Increase the technology literacy of the region's residents through digital training and easy access to digital equipment to promote inclusion by a broader segment of the community. This will give more residents job opportunities. Without this kind of training and access to the tools of the high tech trades, they would not have the opportunity to develop these skills and compete for these jobs.

### ***Foreign Direct Investment***

The impact of foreign direct investment (FDI) on our economy is considerable. For instance, with 66,000 employees in the United States, Siemens (a German company) and its subsidiaries employ more people in the United States than Microsoft and Nike combined. In a tight credit economy, the infusion of cash from abroad can help ailing U.S. businesses as well as fund new ventures that create jobs and stimulate the economy. The State of California should consider coordinating marketing campaigns and foreign direct investment missions abroad for the benefit of local regions. Coupled with educational programs, links to resources and the support of the international trade community, the Inland Empire believes this will assist small and medium-sized companies can weather economic slowdowns.

### ***Inland Empire Business Loan Program***

Loan guarantee programs are used to entice traditional lenders to lend money to start up companies, new technology businesses and existing corporations who may not otherwise qualify for a loan. Riverside and San Bernardino County will work together to develop a loan guarantee program that will be administrated and underwritten by local financial intermediaries according to established lending guidelines. The financial intermediaries would also oversee the CDBG/HUD compliance and transparency requirements. The program would provide up to 75% or a maximum of \$50,000 (whichever is less) per loans to qualified businesses. Neither County shall obligated to provide a loan guaranty unless a guarantee has also been approved by the State of California's Loan Guarantee Program thereby providing all entities the assurance that two separate and independent loan committees have approved the project. The funds will be leveraged by establishing a loan guarantee pool. This fund would be used in case of default as the loan guarantee.

In order to qualify for the loan, the business will also have to participate in a specific amount of hours of business counseling and technical assistance based on to the requested loan amount and their business experience while also creating/retaining one new job per \$35,000 in funding. The amount of new or retained jobs is based at 10% overhead ratio. More than 1,285 jobs would actually be created or retained as initial loans are paid back and the funds re-issued.

### ***Catapult Executive Training Program - San Bernardino County***

Currently the Workforce Investment Act (WIA) strategies focus primarily on the employees of a business. In some cases, WIA programs will serve a specific business; however, the training dollars are focused on training the workforce. This program will provide training, coaching and monitoring over a two year period for the business owner. As the current economic condition continues to affect smaller companies, intervention at the owner level is necessary to ensure business survival and short and long term job growth and employment opportunities.

The proposed program seeks to address each of these issues by providing a formal and intensive professional development process that will:

- 1) Increase the business owner's knowledge and teach them how to apply new skills, approaches, and understanding to their current business to ensure a more systematic and successful approach to business operations
- 2) Provide the business owner with an ongoing support network and coaching system that will ensure that newly acquired business knowledge and specific goals are applied and achieved. (For more specifics, see attached)

This program will enroll 30 members (two groups of 15 business owners) through funding of \$450,000 from the County of San Bernardino Workforce Investment Board (WIB). Funding provided

will cover 50% of the cost for each participant, with the remaining 50% provided by the business owner. \$900,000 Total; shared 50/50%

### ***Alliance for Commercialization of Technology***

The Alliance for Commercialization of Technology (ACT) was formed as a region-wide initiative originating from California State University, San Bernardino's Office of Technology Transfer and Commercialization (OTTC). ACT is leading the formation of a network of small technology business incubators within the Inland Empire, called Centers for Commercialization of Technology (CCTs); utilizing existing physical assets disbursed throughout the region to house a small number of start-up high technology companies within selected industry clusters. ACT will distribute, coordinate, and manage business and technical services at the CCTs to assist these companies in transitioning technologies from the laboratory bench to the market place. Each CCT has a specific technology focus that leverages the current industrial characteristics of the sub-region in which they are respectively located. Three initial CCTs have been identified to focus on clean technology, medical technology, and information technology (particularly health and medical informatics). ACT is partnering in this effort with regional and local economic development agencies, universities, including the University of California Riverside (UCR), the Drucker School of Management in Claremont, private capital investment organizations, including Tech Coast Angels, and established technology companies. Identified CCT locations include UCR, Palm Desert Campus, cities in southwest Riverside County, and corporate facilities at the San Bernardino International Airport. An investment of \$4 million expended during the first year will fund the deployment of ACT's three initial CCTs, including the establishment of core capabilities, initial operations and initial seed funding for technology companies being prepared for incubation.

### ***Renewable Energy, Geothermal Power Plants- San Bernardino County***

The County of San Bernardino will be creating public/private partnerships by working with companies that may be able to provide alternative sources of energy through new technologies. The County will propose to install four ORC Power Generation Stations that will use existing geothermal, high-temperature wells located within the County. Four wells have been initially identified as potential sources of energy. One well, number 226, could yield a net power generation capacity of 77 kWh. Installation costs for well number 226 to establish a turnkey plant is estimated to be \$250,000 with a \$47,000 annual operating and maintenance cost, including amortization of initial plant installation costs over 15 year period at 8%. This results in the generation of power at \$0.071 per kWh. The cost for installation and the first year of operation for all four wells has been estimated at \$1,188,000.

### ***BIO-Waste-to-Energy -San Bernardino County***

The County of San Bernardino is very interested in using new technology to convert biomass waste to new energy sources. There are a number of new technologies that are being presented including very low emission thermo-chemical processes that use biomass waste materials to synthetically generate pipeline quality natural gas, or pure methane, at prices lower than natural gas. The County will emphasize that the gas generation process be conducted at or near the consumption point, thus creating a distribution gas supply network and liquid fuel conversion stations that are less vulnerable to single point disruptions in service through pipeline failure or attack. Another consideration will be an absence of new carbon creation during energy generation; utilization of non-potable water sources including seawater that does not impact water scarcity issues; ability to extend the

life of landfills that are reaching maximum capacity; and offering a reduction in America's dependence on imported natural gas which stands at 20% of U.S. consumption.

The County will be involved in the commercialization process of possible new technologies by creating public/private partnerships with companies that demonstrate projects with commercial viability. Proto-types, pilot and incubator programs will be initiated through competitive grant requests and private/public funding.

***Regional Innovation Center, UCR Palm Desert - Riverside County***

The UCR Palm Desert campus has developed a portfolio of entrepreneur education and support programs that fuels entrepreneurship and the growth of small business. Two years ago, UCR spurred the establishment of the Coachella Valley Angel Network (CVAN), an angel network that funds early stage entrepreneurial efforts. UCR Palm Desert is now facilitating a potential collaboration between a leading California clean tech venture fund, CVAN, and cities in the Coachella Valley to grow the "green" clean tech industry segment, which would be greatly supported with participation from the County of Riverside. This "green venture fund" will focus on developing the clean tech / renewable energy sector in the Coachella Valley. The establishment of an Innovation Zone in the Coachella Valley around the only university campus in the state to feature both a University of California and a California State University in the Coachella Valley would further stimulate growth of this segment. Also, UCR Palm Desert will be an incubator node in the proposed "Alliance for Technology Commercialization" (ACT) being formed out of CSU San Bernardino. *Estimate for Riverside County participation in the Clean Tech Venture Fund: \$1M*

***Life Sciences Incubator - Riverside County***

UC Riverside has allocated space and a plan to build out a Biotech incubator with wet lab in the city of Riverside near the UCR campus. This has been a collaborative effort between the City, County and UCR that is estimated to cost \$2M to establish and run for three years before it becomes self-sustaining. This alignment of research, technology transfer, and entrepreneurship will be furthered by the UCR Medical School. Collaboration with CSU San Bernardino's "Alliance for Technology Commercialization" (ACT) will widen the impact of the incubator. *Estimate for UCR Life Sciences Incubator: \$2M*

***University of California, Riverside CE-CERT Green Tech Research - Riverside County***

As one of its key mission goals, CE-CERT works closely with industry to help develop and evaluate new environmental technology. Many of these collaborative efforts with industry are small in scale due to funding limitations. With substantial funding, CE-CERT would like to establish better infrastructure to stimulate green technology innovation and technology transfer. Below is a short list of projects that have been in the planning process that would be put in place through the Regional Economic Recovery plan:

***Wind Energy Research Prototype - Riverside County***

Working together with a wind energy company, CE-CERT would like to help develop new innovative vertical wind turbine technology that is ideally suited for point-of-use applications. A prototype system would be designed for harnessing turbulent winds rather than long steady-state winds, and would probably be structure that extended 50 to 100 feet off the ground, on a tower. Working with the wind energy company partner, we would install the wind turbine prototype at UCR Palm Desert and evaluate control and efficiency, including students in the research program. *Approximate cost for prototype: \$500,000.*

***Solar Thermal Research Prototype, Riverside County***

Working together with a local solar thermal energy company, CE-CERT would like to help develop new innovative solar thermal energy designs that are much better suited for smaller applications compared to the large solar thermal systems that exist today. These “localized” systems would be on the order of generating 500 kilowatts. A pilot system would be designed, developed, and would then serve as a research test bed for solar thermal technology. *Approximate cost for prototype: \$500,000.*

#### ***Steam Hydrogasification Research Prototype - Riverside County***

Working together with City of Riverside and a California-based venture company, CE-CERT would like to develop a pilot plant for creating synthetic diesel fuel from the city’s municipal waste stream. This plant is based on a new innovative thermo-chemical process which has been developed by the CE-CERT. The pilot system will produce about 100 liter of synthetic diesel fuel daily from the co-mingled waste from waste water treatment facility and woody waste. This system will also be served as a test bed for the other potential feedstock development as well as an engineering stepping stone for the commercial scale process. *Approximate cost for prototype: \$2,000,000.*

#### ***High Tech Tenant Improvement Program - Riverside County***

The desire to stimulate the attraction and expansion of innovative technology firms in the region to develop higher-wage occupations is a key priority and need of the region. The establishment of the University Research Park (11 finished lots, fully improved and municipal utilities to serve high tech company needs on 39 acres with 17 acre phase under planning for a total of 56 acres), located in the 865 acre Riverside Regional Technology Park, 2 miles from The University of California, Riverside (UCR), home of the newest medical school in the UC system, and 8 miles from Loma Linda University, is a key start.

The County of Riverside invested \$3 million in land and development costs; the City of Riverside invested \$2 million in extending city infrastructure (roadways, utilities and fiber-optic ring). UCR holds interest in one lot for the development and operation of a Technology Transfer Center. As an incentive to companies that are looking to expand or relocate from other regions, this program would provide funding to offset the high cost to companies for specialized tenant improvements like wet labs, clean rooms, and observation rooms. By providing these kinds of incentives it will accelerate the occupancy of the tech park over the next 24 months with a potential at full occupancy to create 900 jobs with a yearly payroll of over \$37,000,000 and a capital investment in buildings and infrastructure of over \$63,000,000. *Approximate cost to complete this program within 12-24 months is \$3,000,000*

#### **Tourism Programs**

Tourism, particularly destinations that rely heavily on local and regional visitors, provide another way of identifying and defining “shovel-ready” projects ripe for job creation and economic stimulus. In late 2007, immediately following the devastating wildfires and equally devastating blanket media coverage of the disaster, San Bernardino County launched a \$500,000 marketing campaign to dispel concerns about the widespread disaster among visitor and tourism markets to the San Bernardino Mountains and resort communities. After controlling for factors such as variable snowfall, seasonality and other primary variables, an economic analysis estimated that the campaign generated nearly \$2 million in additional hotel taxes. The program easily paid for itself with data from just two of the five regions that were promoted (other areas were difficult to isolate). The additional TOT represents an average increase of 15 percent. It may be assumed that retail sales due to visitation mirrored these results, thereby creating or saving jobs and helping businesses survive the type of extended slowdown following the 2003 fires in the same region.

The Inland Empire can save and create thousands of tourism-related jobs throughout the region with a relatively small investment in marketing and outreach. Based on the San Bernardino Mountains experience, a similar effort could be scaled up to cover both counties, from vineyards in Temecula and destinations in Palm Springs to outdoor recreation in Lake Arrowhead, skiing in Big Bear and racing at Auto Club Speedway.

The marketing campaign would be developed and overseen by a Tourism Council consisting of members from the destinations that draw visitors, lodging and tourism promotion agencies. Stimulus funds would be matched in an established percentage by local sources. The region would seek \$4 million in total to deliver a campaign targeting Southern California residents. Based on the Mountain Tourism Campaign, the \$2 million investment could yield a measurable \$12 to \$16 million in TOT collections, easily paying for itself in lodging tax collections alone.

## **Green Programs**

The Green Valley Initiative (GVI) is a regional business and economic development initiative to promote investment in both counties and to establish the region as a leader in green and clean technologies. Its mission: to create jobs, greater opportunities and higher quality of life for the region. GVI has been formally endorsed by both counties and more than 30 cities and other agencies, with many more scheduled soon to adopt resolutions of support.

Some possible examples include:

- Solar energy projects on the rooftops of warehouses, parking structures, and elsewhere.
- Transportation projects will include clean and renewable fuels, electric, biodiesel, etc. A particular focus will be put on the logistics industry – warehousing, trucking, rail and the like.
- Resource efficiency, promoting recycling and the generation of fuel through pyrolysis.
- Green Business development and workforce training through a nanotechnology center and workforce incubators.

## **Workforce Development**

The workforce development programs of the two-county region are at a critical juncture due to the high unemployment rate this region is currently experiencing. The system is overwhelmed with job seekers while still identifying and developing programs for jobs of the future. Below are the various programs and services that the workforce agencies are implementing.

### ***Riverside County Workforce Development***

#### **Job seeker services**

Dedicate funds to design services targeting special population, such as, older workers, veterans, recently released parolees and people with disabilities. Implementation of strategies with proven effectiveness in putting people back to work in high demand occupations. Training will be provided for jobs in high-demand industries as identified through labor market research; such as healthcare, renewable energy, utilities, infrastructure, and professional and business services. Training services will be provided through contracts with community colleges, career technical education institutions, and other institutions of higher learning.

On-the-Job training through paid internships will also be a component of training.

#### **Youth and Young Adult Services**



A county-wide summer youth employment program will provide teens and young adults, ages 14 to 24, 8 to 12 weeks of paid work experience. A portion of the youth funds will be dedicated to year-round employment opportunities.

Youth funds will also be used to expand the capacity and enhance the services of our five Youth Opportunity Centers. Services include education enrichment, remediation, skills training, and supportive services that will enable youth to obtain entry-level employment with the goal that such employment and enrichment activities will lead to further education and employment. A portion of funds will be used to provide specialized services to targeted youth populations, such as, foster care, gang affiliated, disabled, high school dropouts, etc.

### **Business Services**

A series of community-based business mini summits and seminars will be offered to our small businesses. These sessions will include topics on human resources, emerging green economy, business planning, financial resources, marketing and expansion strategies. Customized training will be offered to businesses needing to upgrade the skills of their existing workforce to remain competitive and grow their business.

In partnership with San Bernardino County, we are conducting a Regional Industry Clusters study to identify our region's emerging industries and those that demonstrate resilience during economic downturns. Results will be used to create regional economic, workforce and education strategies.

### ***San Bernardino County Workforce Development***

Employment and Training Administration

Training and Employment Services

General - The Workforce Investment Board (WIB) and Department of Workforce Development (WDD) have identified the demand occupations in our local area and the five key industry sectors needing a skilled workforce. The WIB and WDD will develop a matrix that identifies core skills among the five sectors and will implement skill-based training programs to provide the local workforce with the widest range of employment and career advancement opportunities.

Adult –WDD and the WIB will expand its collaboration with local businesses, local industry councils and the community colleges to develop Customized Training programs that upgrade the skills of incumbent workers.

Adult – WDD and the WIB will expand its work with local industry councils, community colleges and technical schools to develop new training programs that provide a skilled workforce that meets the needs of local businesses. Youth – WDD will increase the number of youth served through its youth programs by a minimum of 500 youth by adding a Summer Youth Employment Program that will provide meaningful paid work experience for at risk youth.

Dislocated Workers - WDD and the WIB will expand its work with the community colleges and technical schools to develop new training programs that transition a skilled workforce into new areas of opportunity.

### **Specific opportunities to leverage state and local tools and resources**

WDD is a signatory member of California's Green Workforce Coalition. Their mission is to serve as an alliance for the development of a skilled green workforce and a sustainable future. WDD will continue to serve on the Industry Intelligence Group for the Coalition to identify and promote sustainable green education and training programs. WDD is partnering with the local Clean Cities Initiative Coalition to raise community awareness and foster understanding of alternative fuels and advanced vehicle technologies and will collaborate with multiple agencies on a Department of Energy grant application that will enable these partner agencies to develop and implement education and outreach workshops for petroleum reduction fuels and technologies.